

Danielle Foti

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Experience + Work

COCHISE COLLEGE Graphic Designer & Photographer / Full Time / Summer 2021-Present

- Create layouts and produce original print and digital graphics including illustrations for brochures, booklets, posters, signs, magazines, logos, and more.
- Conceptualize marketing strategies into effective visual materials by developing branded graphic assets tailored to each campaign or event.
- Coordinate and direct photo shoots of college programs, students, and campus activities; make and edit college photography for use in marketing, advertising, social media, and campus-wide displays.
- Communicate with printers, contractors, and other fabricators needed to produce projects.
- Supervise and manage graphic design intern; create and approve internship projects.

WHITE PLAINS BID Lead Graphic Designer / Full Time / Spring 2017-Present

- Coordinated and create design of all advertising for community events and promotions: posters, billboards, social media, rail & bus station ads, logos, digital signs, booklets, and more.
- Assisted in event planning and running of events
- Maintained relationships with business owners to communicate and assist them with BID services & programs
- Communicated with printers, contractors, and other facilitators needed to produce projects

165 CAFÉ CORP. Part Time / Winter 2019-2021

- Re-designed restaurant menus and other collateral for new restaurant identities, ranging from diner to semi-high end
- Communicated with chef, manager, and owner to achieve desired content and style

FREELANCE September 2017-Present

- Work with NYC and Phoenix area small businesses and entrepreneurs to create logos, posters, stationery, and graphics
- Research, iterate, and finalize a new brand identity or work within existing brand guidelines
- Farida Skin Care Studio, CPK Solutions, Craft Pizza & Beer, Dijon Personal Touch, among others

Education

Purchase College, SUNY

BFA in Graphic Design

School of Art + Design; graduated 2017 Summa Cum Laude

Strong foundation in psychology: several courses completed

Skills

- Acutely proficient in Illustrator, Photoshop and InDesign; well-versed in the Adobe Creative Cloud suite
- Proficient in Microsoft Office
- Very experienced in digital photography, specializing in events
- Well-versed in HTML, CSS; familiar with JavaScript
- Talented and innovative in drawing and illustration
- Punctual with deadlines and meetings
- Strong organization and prioritization skills

Extras

Hobbyist photographer

Double bass & bass guitar player

Hiking and Mixed Martial Arts are my exercise!